

THE ORIGINAL

# MOONBEAMS

Founded by — Colonel E. A. Little

Smallest Newspaper in the West — Circulation Under 1,000,000

---

Vol. IV, No. 7    Boyes Hot Springs, Calif.    Friday, Aug. 22, 1958

---

By Mail: \$1.89 Per Year.    Pickup, free

## Higher Wages . . . Higher Living Costs

IN THE VALLEY OF THE MOON

Well. . . Well. . . Well. . . Another strike has been settled with another pay increase, but that doesn't concern you. . . Not much!!!

In the East Bay the other day, truck drivers struck over wage demands. Several thousand drivers were idle, and they threatened to spread the strike over Northern California if their demands are not met. . .

Truckers acceded. They had to. But now they have asked the State Public Utilities Commission for an immediate 10 per cent rate increase. More revenue is needed to offset the pay increase. . .

Many corporations fear a breakdown in the economy from what once was the least likely trouble spot, the investment field. When profits and dividends slump to the point where investors can no longer be attracted, business fails. . .

Yet labor continues to regard business as its natural enemy, and refuses to display any concern over the possibility of breaking the bank. . .

One of these days, we fear, a major strike is going to end in a different and sadder manner: in a liquidation of what is left of the victim. . .

Thank you,  
The Publisher

## MOONBEAMS

---

**LONDONSIDE**, just outside Glen Ellen. It's unique, sure to be remembered. Delectable drinkables and a place for fun.

Noticed a sign in front of the Boyes Hot Springs Post Office, Something about a parade on Aug. 30th and all children should register with the Postmistress. . . We always thought it was Postmaster, after all be it man or woman they are still master of the post. . .

**ADOBE DRUG** (Ray S. Duer), 417 1st St. W., Sonoma. WE 8-2971  
Prescription Specialist      Veterinary Supplies

Will sure be glad when the El Verano Improvement barbecue is over and "Franklin" gets back to rolling cigars at his Valley of the Moon Cigar factory. . . We are about out again. . .

Don't forget to take your prize beard to Petaluma this Saturday night and help them celebrate their 100th birthday. . .

Don't forget next Tuesday the Lions Club will meet.

**RUSTIC INN**, Glen Ellen. Center of town. Last of the original 11 tavern. Jack London liked the place. It's western!

They treat you right at the Bob Davis Service Station on the corner of Broadway and Napa in Sonoma. . . Better check and see for yourself.

If you are not from Wisconsin don't read this item. . . But if you are from Wisconsin be at the Sonoma Plaza on Labor Day for the picnic.

When in the Cloverdale area stop at the best service station for the best deal in tires. . . **BILL'S OK AUTO FLOAT**.

It doesn't seem the same since Rose left Mike & Rose's Market, but after 15 years I guess Rose deserves a rest.

Better hurry to 1469 E. Napa St., Sonoma if you want a beagle pup, they are going fast and they only have a couple left.

Warning!!! Vets get a GI Liability Release before you sell your home, or the new purchaser may leave you behind the eight ball.

**R. A. "BOB" MILLER** —o— "Yours for Life"

Insurance Exclusively      Next to Telephone Co., Sonoma

Have thought of running a T.V. log, but we might get it upside down like the Valley of the Moon Review, so guess we won't. . .

The Santa Rosa Junior College has a lot of evening classes to offer this Fall, better register on Aug. 25th if interested. . . We see they have Journalism, but we can't take it, because it falls on the same night we work on Moonbeams. . .

**VERDIER'S**, El Verano Atmosphere, Dining, Cocktails, Swimming  
Terrific Dance Orchestra Every Saturday Night.



## MOONBEAMS

---

**MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. Telephone WE 8-3357.**

Don't forget you have a date this Sunday at Shamrock Park in El Verano, when the El Verano Improvement Club will hold its annual barbecue. . . It will begin at 11 a.m. and continue till 8 p.m.

Had a nice dinner at the Broadway Cafe, Sonoma, last week. . . You had better give Mendel Cader a chance to fix you one!!!

Congratulations goes to Mr. and Mrs. Augustus T. Pyne, for putting up with each other for 60 long years. . .

**BANCROFT NURSERY, Sonoma. Is the place to order flowers for all occasions . . . They Will Deliver . . .**

Well this week we received our first copy of the Sonoma Valley Shopping Index. . . Vol. 1, No. 3. . . Wonder what happened to the No. 1 and 2 issues??? Anyway it looks pretty good and the Valley could use a good shopper!!!

We see where the Sebastiani Theatre is offering \$1,000 in the event of death by fright at their show this weekend. . . Moonbeams will also be happy to remove the body from the theatre if needed.

**FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.**

We see "Bud" is back from his vacation and is ready to serve you at his garage located on Railroad Ave. at Cherry St., Boyes.

High School will open on Sept. 10th and if you plan to attend they would like you to register on either Sept. 5th or 8th.

Have you given the Rose Cleaners a chance to work over your dirty suit??? Better phone them at WEBster 8-2724, they pickup free.

**LEE STARRETT, Massuer, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.**

Well Miss Sandra Jean Duden of Napa, who is a student at S.R.J.C., will represent Sonoma County at the State Fair in Sacramento. . . Hope she doesn't wear that western outfit she had on at Petaluma or she won't get to first base, in the Maid of California contest. . .

**PALMS INN, Verano. Meet Carl and Rene Inskeeps your hosts, also Wilma and Barney Barnett in the dining room. Open every day.**

---

## MOONBEAMS

Published every Friday by Private Bill Sandlin, P. O. Box 446, Boyes Hot Springs, Calif. \$1.89 per year by mail, pickup, free.

## MOONBEAMS

---

**MENDEL'S CAFE**, Boyes Plaza. Serving daily from 12; Spanish Food, Pizza, Steaks, Seafood — Cocktails — Closed Tuesdays.

The Bel-Aire Association has gone on record being opposed to the incorporation of the Boyes Hot Springs area. . . There will be more and more petitions circulated we understand.

Well "Doc" might have to cut his stay in Hawaii a day or so short now that his Golf Club has been relieved of some \$300.00 by burglars.

**UNDER-COVER SHOP**, Rustic Bldg., Glen Ellen. Lingerie, robes, imported blouses, nurses' uniforms, novelties. Reasonably priced.

William F. Knowland, said this week, "Brown's behavior in the face of his failure to control a record rise in dope addiction and narcotics traffic in California indicates the Attorney General either considers himself above accounting to our citizens or is reluctant to publicly testify on the critical crime and narcotics in our State."

**BUD'S GARAGE**, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

---

## Yes Moonbeams Prints Tickets

---

*\$1.00 El Verano Improvement Club \$1.00*

### **BARBECUE**

**Sunday, August 24, 1958**

Gate Prize      11 a.m. to 8 p.m.      Games Etc.

Shamrock Park across from Little Switzerland - El Verano

---



## MOONBEAMS

---

**BROADWAY CAFE, Sonoma.** Mendel Cader, manager. A cozy bar and dinning room, serving luncheons, dinners. Quiet, efficient.

When mixing drinks and you find you are out of olives, you can substitute by adding a few drops of olive oil!!!

Don't worry about finding your station in life. Someone will tell you where to get off.

Just think a complete New York Steak Dinner for only \$1.95 can be yours at Mills Patio, 2755 Mendocino Ave., Santa Rosa.

**For Business Cards, Letterheads, Envelopes, and other types of Printed forms** be sure to contact **MOONBEAMS** next time.

Police are using tape recorders to help curb drunkenness. They tape the incoherent mumblings before locking up inebriates and play it back the next morning. . . That's really needling a police record, one that can inspire the jail house blues.

Confucius says, "Hope is good tonic, but a poor diet."

**GLEN ELLEN LIQUOR STORE.** "Slim" Wallace. On Arnold Drive. Varied Stock — wines, beer, whiskeys, liquors.

---

## Wanted 417 More Subscribers!



---

MOONBEAMS

## MOON BEAMS

---

**VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes.**  
**Fast service, Free pickup. We do our own cleaning. WE 8-5830**

A new fire prevention law was adopted at the Valley of the Moon fire district meeting last week, after a public hearing. . . This will give the local firemen some teeth to bite with if you break the law. . .

**Drive Carefully—It pays Dividends—Ask Your Insurance Man.**  
**CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.**

It's ok to let Jr. kick out the windows, just contact Fletcher Meriwether at 17270 Hillcrest Road or at his new place of business located at 17410 Sonoma Highway. . . He is now in the glass business. . .

**VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.**

You are needed to help with the 88.7 percent of the "grubbing" now going on at the dam above Ukiah, if you wish to do any fishing in it later on. . . Seems the sportsmen around Ukiah are doing their share.

After looking over Proposition No. 17, We will vote No. . .

**JIM'S MEATS, at Boyes Springs Food Center. Top quality always. We cut to your order. Fresh poultry. Delicatessen dept.**

The Valley of the Moon Swingers held their annual picnic at Los Guilicos Warm Springs in Kenwood.

The owners of the Boyes Theatre will take over the operation of the Sebastiani Theatre in Sonoma this Sunday. . .

**SONOMA MISSION INN, Boyes. Splendid cuisine, excellent bar, and luxurious accomodations.**

---



## ***Remember!!!***

Don't forget to register, so you can vote YES on Prop. 18

---



## MOONBEAMS

---

ELECTRONIC DRIVE-IN-TV and Radio Specializing In Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Middle-age: When you're grounded for several days after flying high for one night.

---

# Vote... Yes

## On Proposition No. 1



## MOON BEAMS

**FOUR CORNERS CAFE, So. Broadway, Sonoma, The home of Steam Beer — Sensational Pizzas to take out, Get one today.**

Well we see "Doc" now has his Fixit Shop open at 40 Calle Del Monte, he claims he can fix everything. . . No job too small or too large. . . Well we might have a couple of jobs for him, got a tooth that needs replacing and a Sundial that needs timing. . .

We understand that the installment collector has a hard time keeping up with the Joneses these days, also!

**MIKE & ROSE'S MARKET, Boyes. Open Wed. to Sat., 10 to 6 except on Saturday, 9 to 7. Highest quality meats.**

We understand that Mr. and Mrs. Ernest Kreis have bought the "Bihn's Chicken Ranch" in Kenwood. . . Good Luck!!!

It says here, "Give the wife enough rope and she will hang another clothes line in the bathroom".

Had a letter this week from C. G. Shane of Truckee stating he was sick. . . Glad to learn he had been receiving Moonbeams ok. . .

**SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, also Seafood.**

Received a lot of stuff from the Volkswagen Distributor, stating they now have 1½ million dollars worth of parts, which includes some 120 steering wheels, 1,700 fenders, 1,500 bumpers, etc. . . We also learned this week what happens to the old Volkswagens. . . They are sent to the old volks home. . .

**ROSE CLEANERS, Now open next door to Boyes Variety Store Phone Guy or Rose Bounds at Webster 8-2724 for free pickup.**

There is just as much authority in the family today as there ever was . . . only now the children exercise it.

By the way did you know you can get fish at Jim's Meat Dept. at the Boyes Springs Food Center??? Yes Sir! Rock Cod only 39c lb.

**For Barbecued Spare Ribs like you have never eaten before, try MILL'S PATIO, 2755 Mendocino Ave., Santa Rosa — Also bar.**

Did you know that you can remove iodine stains from your hands, by rubbing them with a slice of lemon or raw potato???

Did you know that there are 82 national cemeteries in 31 states, Alaska, Hawaii and Puerto Rico where Vets are eligible for burial.

Well the A.B.C. says that Sheila Bland and Frances Miller have applied for an On Sale Beer and Wine license, to be used at 19495 Sonoma Highway. . .

**BEAGLE A.K.C. Reg. at Stud, Proven Sire, Famous Deer Hound, Voice, Leader. 1469 E. Napa, Sonoma WE 8-5111.**

2011.1.158